



THE **Quill**

**A MAGAZINE FOR
WRITERS, EDITORS,
AND PUBLISHERS**

**Twin Evils Cast Disturbing Shadows
Over Press and Judiciary**

By Stuart H. Perry

**Additional Scientists and Newspapermen
Discuss Difficulties in Their Dealings**

A Symposium

Pin-Sticking the World's Sore Spots

By Jack C. Oestreicher

Journalism Looks Skyward

By Horace D. Crawford

The Book Beat • Who-What-Where • As They View It

March 1933

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THE QUILL

A Magazine for Writers, Editors and Publishers

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AT DEADLINE

THIS issue of THE QUILL is given over entirely to articles concerning newspapers and newspapermen. Next month's issue, while containing material aimed particularly at newspapermen, should prove of equal interest to those desiring to write fiction and other magazine copy.

For example, growing out of the interest exhibited in writing for juveniles, we are presenting another article on writing for boys. The forthcoming article, written by Franklin M. Reck, associate editor of THE QUILL and assistant managing editor of the *American Boy*, supplements the article, "I've Been Writing for Boys," by Robert S. Mansfield, which appeared in the February issue.

Then, in March, we will begin a series of articles on fiction and magazine writing by Douglas Lurton, assistant managing editor of the Fawcett Publications. He will be remembered by readers of THE QUILL for his previous articles, "Write Off the Depression" and "So I Turned to Fiction."

HORACE D. CRAWFORD'S article, "Journalism Looks Skyward," reminds me of my first and only flight-assignment in an autogiro and my conviction that the 'giro may prove even more valuable to newspapers in their pursuit of news than the airplane.

A flash came to the city desk from Police Headquarters. A near-hysterical wife had called to report that her husband, a demented World War veteran, left home after a quarrel, taking their children and an axe with him. She feared he was going to take their lives, then his own. The man and children were reported seen entering a patch of woods, the location of which was given.

Police and deputy sheriffs were dispatched to the scene. A photographer and myself were driven to the airport where the autogiro of the *Detroit News* was housed. Soon, with the *News*' pilot at the controls in the rear cockpit and the photographer and myself in the forward one, we were headed toward the patch of woods where the veteran and his children were reported to have disappeared.

Over it, we began to circle. Nothing stirred in the woods. There were no cars parked in the area. The circle was widened. Flying only a few hundred feet up we peered into wooded patches, barnyards and over decided to land, seek a 'phone and

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Twin Evils Cast Disturbing Shadows Over Press and Judiciary

By STUART H. PERRY

Publisher, The Adrian (Mich.) Daily Telegram

PASSING over various shortcomings of the press which are purely its own and for which it alone is responsible—such as inaccuracy, bad taste and unwholesome news—there are two outstanding and serious evils in which the press and the judiciary are jointly involved.

These are, first, the interference of the press with the administration of criminal justice, often referred to as "trial by newspaper"; and, second, the traffic between officers of the law and the press whereby information is exchanged for publicity.

Both these evils derive from the same source, which leads me to state my main thesis: that politics is the curse of our entire judicial system, and that no radical and durable improvement will be possible until the administration of law is effectively delivered from political influence.

THE excessive crime ratio and the inefficiency of law enforcement in this country, as compared with other English-speaking countries and with the best governed nations of Europe, are notorious and undisputed facts. In seeking the explanations for such a contrast, many differences in conditions have been pointed out, and often greatly overemphasized. Few of these conditions are unique and none are convincing. We have congested areas, great cities, slums and underworlds; but so have England and Europe. We have racial mixtures in many regions, but our crime record is also very bad in regions where there is practically no foreign admixture. Immigrants become much more lawless here than they were in the countries of their origin; yet that

is not true in Canada, although in some provinces there is a large alien element. It is continually emphasized that this is a new country; but Canada, South Africa and Australia are still newer, and their record is much better than ours.

By a process of elimination we finally arrive at one difference which is unique, and so profound in character that it can logically be accepted as the dominant reason for the unsatisfactory conditions in this country. I refer to the fact that in most of the states the entire machinery of law enforcement is political. It is born of politics, dominated by politics, saturated with politics. In that respect this country stands in contrast with all other progressive nations. The greatest contrast of all is with the other English-speaking countries where in all other respects we find the greatest similarity in legal, social and political conditions. It is sound deductive reasoning that the exceptional results should be attributed to this exceptional cause, and that deduction is fully sustained by all the facts of observation and experience.

STUART H. PERRY, who treats in this article of trial by newspaper and the exchange between officers of the law and reporters of information for publicity, is unusually well fitted to discuss questions relating to the press and bar.

Receiving a literary degree from the University of Michigan in 1894 and a law degree two years later, he practiced law in Detroit and Pontiac from 1896 to 1900. Then he turned to journalism, becoming managing editor of the Pontiac Press in 1901. He became publisher of the St. Johns (Mich.) News in 1902 and continued there until 1907 when he became publisher of the Adrian (Mich.) Daily Telegram.

In addition to his duties as publisher, Mr. Perry has served as second vice-president of the Associated Press. He has been a director since 1923. He is a member of the American Society of Newspaper Editors and has been active in the affairs of that and other professional, civic and social organizations.

His article is based on an address made before the Conference of Bar Association Delegates in Washington.

TO the influence of politics can confidently be ascribed most of the chronic evils in our system of law enforcement, and certainly the egregious conditions in our large cities where those evils attain their maximum. In the long category might be mentioned the corruption of police methods; the degeneration of trial by jury; the abuse of such procedural steps as bail, continuances, dismissal and habeas corpus; the perversion of probation, suspended sentences and pardons; the selection of unfit judges, prosecutors and police officers; and finally all the mischief that flows from the relations of those officers with the press. Some of these evils might occasionally arise under a nonpolitical regime of law enforcement, but they would be sporadic and unrelated; under the existing regime they are endemic, a natural and inevitable product.

A conspicuous dark flower of the whole system is the criminal lawyer. But he is a flower, not a root; he is not a source or a cause, but wholly a product of lax substantive law and procedural abuses, practically all of which are traceable directly to the influence of politics in the processes of law enforcement.

Against this background of the general conditions so prevalent in the administration of law in state courts, let us consider the two specific outstanding evils to which I first referred.

TRIAL by newspaper is unfortunately too familiar to need any extended description. That loose but convenient term covers the exploitation of crime news by the press from the sole standpoint of reader interest and without regard to the effect up-

on the administration of justice. The subject matter of such publicity includes evidence, often incompetent or false; interviews expressing theories, suspicions and opinions; descriptive matter appealing to emotion or curiosity; all manner of claims and assertions from defendants, witnesses, attorneys and police; and finally the reporting of the trial itself in a sensational and often prejudicial manner. The inevitable effect is to make satisfactory jurors harder to obtain, to influence verdicts, and often to influence the attitude of judges, through the operation of popular sympathy or prejudice.

Although this evil has been continued and widespread in America for a century, and its sinister effects have been exposed by countless critics, there are still optimists who argue that it will cure itself. Journalistic standards in general have greatly improved which leads them to hope that "trial by newspaper" as well as other faults in the handling of court news, will gradually disappear. That hope is illusory. They will perhaps diminish to a certain point, but beyond that point the reform will never go spontaneously because there will always be a large body of readers who will "eat up" such news matter, and therefore there will always be publishers to supply that demand. Such publishers cater to those who read and like their papers; they care nothing for the opinions of those who do not read them. Unscrupulous persons can never be expected to give up a lucrative trade in deference to mere disapproval not enforced by legal sanctions.

THAT type of journalism also has apologists who argue that great benefits accrue to the public from such unrestrained journalistic methods. The benefits usually referred to are the cooperation of the press in the conviction of offenders, and the influence of publicity in forcing action by reluctant public officials. Indeed the supposed invaluable aid of the press in the detection and apprehension of criminals has been reiterated so often that it has been widely accepted by the uncritical. Even some of the sharpest critics of the yellow press weakly admit it.

But, generally speaking, it is not true. Occasionally news stories lead to the discovery of fugitive criminals or valuable witnesses, but much more often the efforts of the prosecution are impaired or thwarted by premature and haphazard publicity. If such aid is really essential, it is hard to understand how the British authorities can do without it and still achieve much

better results than we. Press cooperation often would be valuable if it were confined to such matters as competent and disinterested officials wished to have made public; but there is no reason to fear that such limited cooperation would not be fully given, even if the press were restrained from unlimited voluntary exploitation of criminal news.

The argument that newspapers force action on the part of police and prosecutors is essentially a plea in confession and avoidance—one that confesses much and avoids little. Occasionally they do so—sometimes with justifiable motives and salutary results; sometimes, as in the Hall-Mills case, with very different motives and results. In any view the instances are exceptional, and such action would never be necessary or even desirable unless courts and prosecutors were inefficient, incompetent, or muzzled by politics. The public interest never should require a private agency operated for profit to take over the functions of detectives, police or prosecutors, unless political influence has to be beaten down or unless politics has thrust incompetent men into those official positions.

IN my judgment no valid case can be made out in defense or in extenuation of trial by newspaper. It is contrary to all pronouncements of journalistic ethics and it is condemned with practical unanimity by competent and disinterested critics of all kinds. The help of the press is at best irregular and uncertain. Such help follows no definite methods; it may be expert or clumsy; it may be governed by good or bad motives. To argue that the law cannot be properly enforced without such help is to admit the impotence and the breakdown of our legal machinery.

Trial by newspaper is specifically a fault of the press. The newspapers are the visible target for the charge of interfering with justice—a charge which can neither be refuted nor evaded. But that fault of the press is inextricably entwined with another in which the judiciary and the press are equally active and equally culpable. I refer to the exchange of official information for publicity. Newspapers, especially of the sensational type, want much more than mere facts of record. They want "inside dope," advance tips, sidelights, discussion, opinion. Such information is a valuable commodity to them. Officers of the law—including judges, prosecutors, lawyers, police and sheriffs—have that commodity to sell, in return for the resulting

publicity which is equally valuable to them.

This exchange is so potent in its effects that at times one gets an impression that the newspapers dominate the judiciary. But if that appears to be true—and if in some cases it really is true—it is not because the newspapers are strong but because the courts are weak. The British press is just as strong as the American. The circulation of its great newspapers is as large; its leading publishers are personally as powerful as our leading publishers; it caters to the same varieties of human nature, and some British publishers feel the same impulse to exploit crime and court news for its full news value. Yet "trial by newspaper" is unknown, because the courts are able to protect their operation against outside interference.

IT is an error to think that the publicity-seeking official thus serves the newspaper primarily in order to win its support at election time, or because of fear of editorial opposition. What he more often seeks is a continual pattern of publicity, year in and year out. He wants to be mentioned, quoted, pictured—just like a movie star. If he gets that, the election will take care of itself. Newspapers can keep a demagogue judge in office without ever mentioning him in their editorial columns or ever expressing an opinion in his favor. It pays to advertise.

Remedial action against trial by newspaper and the exchange of legal news for publicity must take one of two courses. One is through moral influence self-applied by the press and the bar, or brought to bear upon them. The other is positive regulatory action.

Many remedies of the former type have been suggested, based on the idea either of the improvement of the press, the influence of an improved bar on courts and prosecutors, or the influence of public opinion. All these in my opinion are ineffective, and open to the objections that always apply to the use of palliatives where radical remedies are indicated.

As to the self-improvement of the press, I do not think it can supply the remedy. That statement is not an admission that the press is wholly unregenerate; it merely recognizes the peculiar conditions in the newspaper world.

Such improvement assumes that the newspapers either individually or collectively should adopt a new policy in such matters. As regards individual action, we have to recognize that it is not always practically possible for a newspaper to march very far ahead of

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Pin-Sticking the World's Sore Spots

By JACK C. OESTREICHER

Cable Editor, International News Service

THE ancient journalistic practice of sticking little red and green pins into maps to trace the progress of war or rebellion continues to thrive. Unless all the signs and portents fail, 1933 will be a boom year for the makers of these handy little mile-posts which help in chronicling the temporary history of the world.

If space permitted a display of wall maps containing all the sore spots of the present-day world, visitors to newspaper offices and press association headquarters would be assaulted by a color symphony of red and green, embracing both hemispheres and reaching almost from pole to pole.

For few indeed are the countries of today that entered the new year without trouble brewing on their borders or in their capitals. The god of violence is riding rough-shod—and as a consequence, the journalistic pin-stickers are busy.

YOU don't have to search very far for a sore spot. One-half revolution of the terrestrial globe brings you to the Far East, seat of bloody warfare between China and Japan. There the red and green pins have been busy for more than a year. We started sticking them when a handful of Japanese and Chinese troops began squabbling over a few hundred yards of railway line at Mukden in September, 1931, and haven't stopped since.

Since that time, the pins have been clustered in different spots. Last January found them down around Shanghai, where the two Oriental giants were smashing away at each other with bomb and cannon. Today they are clustered along the Great Wall, in the rich province of Jehol and strung out along the Siberian border.

Those Japanese and Chinese pins mean trouble—trouble that was long in coming and that will be just as long in going away. Every day

brings hints of sinister new developments, of growing Soviet irritation over Japan's widening sphere of influence in China. Nobody knows where those pins are going from one day to the next, or whether the time will soon come when different colors, representing different armies and different nations, will have to be brought into play.

But Manchukuo and North China alone cannot be allowed to monopolize our supply of Far Eastern pins. Trouble is brewing elsewhere than on the windswept, sub-zero plains and mountains of what once was China's Manchuria.

IN Tokyo, for instance, there is a nationalistic movement, thus far unappreciated by the Western world, which promises to result before another year has passed in the establishment of a Fascist dictatorship along strictly militaristic lines. The campaign in Manchuria appears to be merely one chapter in a freshly-written history of Japan.

In Moscow, also, strange things are happening, incomprehensible to the Western mind. The first Five-Year Plan has been completed, to the announced satisfaction of Joseph Stalin, but it would appear that all is not too well in the land of the Soviets. Conditions that we all do not thoroughly understand lie behind the Kremlin's

intensive campaign against "oppositionists" and its summary punishment of those found lacking in loyalty or enthusiasm.

Continuing across the pin-dotted map, the eye focuses on tiny, ancient Persia, which suddenly attracted world attention by its defiant attitude toward Great Britain in cancelling the Anglo-Persian Oil Company's concession. Soviet Russia long has had an eye on the rich oil deposits of Persia. Is there something more than meets the eye to that little nation's sudden contemptuous twisting of the British lion's tail?

Then there is Continental Europe. Spain's new Republican government is not having an easy time of it. Revolutionary outbreaks, fostered by Communists, Anarchists and Monarchists, occurred with regularity during the past 12 months and promise to be repeated during the present year.

ITALY is at odds with Yugoslavia. Premier Mussolini has expressed his disapproval of anti-Italian sentiment in Yugoslavia in certain if not belligerent tones. He has even charged that some of the larger European powers are interested in seeing a flare-up of violence in the southern part of the continent, with repercussions that no one can foretell.

Despite the aid of stern disciplinary measures and political strategy, the German Government only temporarily halted Adolf Hitler's rise to power. France has no internal troubles, but her war debt attitude will keep her in the public eye. Great Britain remains moderately calm and serene, with nothing more serious than unemployment riots as her contribution to the world's violence.

For the pin-stickers, South America is a happy hunting ground. Bolivia and Paraguay are still ranged against one another in that fever-

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Jack C. Oestreicher

JACK C. OESTREICHER, cable editor of International News Service, although young in years, is a veteran in press association work, both in the domestic and foreign field.

After studying at Columbia University, Oestreicher saw his first service with the Brooklyn Times as reporter and motion picture editor. Then he went to International News Service, being assigned to the New York bureau. His facile and interesting writing style, combined with an intuitive reportorial sense, quickly commanded attention, and shortly he was transferred to the New York foreign desk, the "prep school" for service abroad.

Four years of rigorous training followed and then Oestreicher was transferred to the London bureau of I. N. S. as assistant bureau manager. While in the British capital, among other important stories, Oestreicher covered the trans-Atlantic flight of Amelia Earhart in brilliant style.

In 1929 he was appointed Cable Editor, returning to the New York office to assume his post.

Journalism Looks Skyward

By HORACE D. CRAWFORD

Editorial Department, The Indianapolis News



ANCIENT forerunners of newspapers have been excavated from the Tiber River, revealing that Romans 1,825 years ago posted their news bulletins on marble slabs in the Forum. Scraps of news from these were related by travelers weeks and months later to folk in outlying regions of the Empire. We may imagine the Romans saying: "Tiber, Father Tiber, what is the news today?"

What a far cry from present-day news-gathering facilities when, for example, the *New York Times* asserts its "Times Square newsroom . . . is within four minutes by cable, telegraph or wireless of any important news center on the globe." All nations in the world are more closely linked today by news networks than in any other manner. In our journalistic realm, wherein history is being created daily, one of the most significant innovations is the airplane.

Some time ago, the Aeronautical Chamber of Commerce of America conducted a survey of 350 major newspapers. Every newspaper reporting indicated that it had made some use of airplanes. Air mail and special air transport lines were used extensively by smaller newspapers in speeding photographs to them. Special airplanes were chartered by 31 newspapers to rush reporters to scenes of important stories or to assure the rapid transportation of pictures before edition deadlines. Eleven papers chartered airplanes to aid in building their circulations. Airplanes were owned by seven newspapers and used for the speedy transport of reporters, photographers and executives.

The airplane is still a mechanical cub on the newspaper staff, but its spectacular achievements already are noteworthy and promise future advancement for the profession of journalism. Several newspapers have made dramatic scoops because of the speed provided by airplanes.

PLANES are used most extensively by press associations, such as the Associated Press, United Press, Inter-

national News Service and Universal Service. The principal news picture organizations, including Acme News Pictures, Associated Press Photo Service, Times-World Wide Photos, International News Photos, and similar groups, are finding airplanes of great advantage in speeding up the tempo of their business.

Interesting behind-the-scenes stories are provided by airplane scoops. Four hours after the Judd murder case broke, *Los Angeles Times* reporters arrived in Phoenix following a flight of 366 miles. When an aqueduct in the mountains bordering the Mojave Desert was dynamited, the *Los Angeles Evening Express* rushed reporters and photographers 200 miles by plane and they returned from the 400-mile flight with stories and pictures in time for editions on the same day that the explosion occurred. *Toledo Blade* reporters and cameramen arrived by plane with action pictures of the American Legion parade in Detroit and the Harding Memorial dedication in Marion, Ohio, 90 minutes after these events took place. Airplanes were used extensively in the hurricane that devastated Puerto Rico, both for obtaining news pictures and surveying the extent of damage. The *Seattle Post-Intelligencer* on numerous occa-

sions has sent airplanes to meet incoming Pacific steamers, thereby obtaining news pictures from the Orient and bringing them to Seattle 10 or 12 hours before arrival of the ship.

Nature's greatest news event in 1932 was the eclipse of the sun. Airplanes were used extensively on this occasion, and because of heavy clouds the photographs taken by cameramen thousands of feet in the air surpassed other pictures taken in the area of total eclipse. When the contour of Niagara Falls was changed by its sinking brink, the *Boston Times* hurried an airplane to the scene to obtain photographs of the transformation of this natural wonder. The government's new Isle Royale national park yielded its natural wildness to the cameras of *Grand Rapids Press* photographers who flew there to obtain the first pictures of its wintry ruggedness. A Milwaukee aviator reporter, equipped with an airplane camera, started a 160-mile flight five hours before the newspaper's deadline to cover a Michigan forest fire, penetrated the smoke-clogged atmosphere above the burning area, snapped his camera's shutter and sped back with his exclusive photographs, arriving 15 minutes before closing time for the edition.

CONTACT I

ALTHOUGH adverse times of recent months have curtailed the use of airplanes by newspapers, 'planes and the airmail still play an important part in the news and picture gathering of modern journalism.

Some examples of this phase of newspaper making are treated of by Horace D. Crawford, of the editorial department of the *Indianapolis News*, in the accompanying article.

Mr. Crawford had contributed to *The Quill* before, his previous article being, "Decency Pays Dividends," the graphic, dramatic story of how an outstanding scoop came to a metropolitan newspaper. The article appeared in *The Quill* for February, 1932.

AIRPLANES have been used in connection with numerous important news events. Among these were the wrecking of the Nicaraguan city of Managua by a hurricane; the northland explosion of the "Viking"; Rockne's spectacular and fatal crash in Kansas; Lindbergh's air trek to Japan; the landings of several trans-oceanic flyers; the maiden flight of the "Akron"; major football games; world series baseball, and motor boat races. Other events included flood disasters, city and harbor improvement projects, fire disasters, national park acquisitions, landscape and mountain scenery pictures, changes in city skylines due to erection of new buildings, and numerous special occasions.

Airplane photographs, both oblique and vertical, are used extensively by

press associations and individual newspapers, especially those owning their own planes. The Philadelphia *Public Ledger* used vertical airplane photographs for publishing in the rotogravure sections of two consecutive Sunday editions a complete and authentic map of Greater Philadelphia. This gigantic aerial map, a mosaic composed of 1,699 separate vertical photographs taken from an altitude of 11,200 feet, covered 400 square miles. The project was completed for the Philadelphia city council, and the mosaic map was reproduced in the *Public Ledger* for the first time.

The importance of airplanes in modern press equipment has been realized by several editors, and planes have been purchased. The Detroit *News* acquired the first commercial autogiro in the United States, adding this to the monoplane which it already owned. The Bloomington (Ill.) *Pantagraph* in 1931 acquired its third airplane. The Fort Wayne (Ind.) *News Sentinel* possesses a monoplane. The Cleveland *News* uses its amphibian for business trips of executives. Robert R. McCormick, publisher of the Chicago *Tribune*, and M. M. Murdock, publisher of the Wichita (Kan.) *Eagle*, have purchased airplanes for their personal use.

The Des Moines *Register and Tribune* has replaced its monoplane with an autogiro.

NEWSPAPERS, always quick to utilize a new instrument capable of speeding up the tempo of gathering news from the corners of the Earth," asserted *The Aircraft Year Book* for 1932, "were among the first enterprising organizations to employ aircraft in their daily tasks. . . . The year 1932 found many leading newspapers owning planes or fleets of planes, while others chartered ships to cover major news stories in their territories and all utilized the network of air mail and air transport lines to obtain news pictures or to transport reporters and executives."

Infinite possibilities lie ahead of the airplane as a new addition to newspaper equipment. This idea is borne out by Sir Emsley Carr, president of the British Institute of Journalists. Referring to the future of newspapers, Sir Emsley said: "The art of publishing will be improved by the extensive use of the aeroplane. Wireless and television will be commonplace both for news and pictures, and speeding-up in mechanical production will be followed by a further development of world-wide news." Comparing the status of present-day newspapermen with those of 50 years ago, Sir Emsley

added: "Today . . . statesmen begin a career in Parliament and end it on the press."

Dean Carl W. Ackerman's assertion that he is "tired of hearing the press criticized," and that newspapermen often "promote this criticism," stimulates deep-felt approval in those whose professional ideals lead them to anticipate future expansion and progress in journalism. Young men of the press have heard volley after volley

of discouraging tirades and invectives fired from the tongues of fellow workers. The time has come when it is wisdom to realize that natural laws make no exception of journalism. The press will continue to progress as long as those within it welcome such beneficial innovations as the airplane, face the future courageously and create opportunities and compensation for constructive achievements.

Prof. French Heads New Journalism School at U. of S. C.

PROF. ROY L. FRENCH (Wisconsin '23), director since 1927 of the Department of Journalism, University of Southern California, has been appointed director of the new School of Journalism created by that university in February.

The raising of the department to one of the 21 ranking schools and colleges of the university marks the final development in a plan begun six years ago when the department was first organized by Prof. French, who previously had been head of the Department of Journalism at the University of North Dakota. Explaining the change, Dr. Frank C. Touton, vice-president and director of the educational program at Southern California, said:

"Because of the marked success of the work of the Journalism Department staff in the College of Letters, Arts, and Sciences, the board of trustees of the University of Southern California, on the recommendation of President R. B. von KleinSmid, has now established the division of journalism as a School of Journalism in the College of Letters, Arts, and Sciences with Prof. French as director of the school. This change will be effective immediately. Graduates of the School of Journalism will be recommended by the faculty of the College of Letters, Arts, and Sciences for the A.B. degree with a major in journalism and will, as undergraduates, be eligible for all academic honors of the university.

"The change from a department of instruction to a School of Journalism will not at this time call for an increase in the staff, but the change gives proper place and recognition to the splendid work which has been accomplished during the past six years in the journalism field."

Prof. French has for more than a decade been actively identified with the national administration of Sigma Delta Chi, professional journalistic fraternity. He was a member of the Executive Council of the fraternity in 1923-24, thereafter becoming successively National Treasurer, National Secretary, National President and chairman of the Executive Council. He was instrumental in the establishment of the Sigma Delta Chi Scholarship Award and was chairman of the fraternity's Scholarship Award Committee until two years ago, when his increasing duties at Southern California forced his resignation. He has organized and is adviser to a local student journalistic organization at Southern California which has announced its intention to petition for a Sigma Delta Chi charter in the near future.

Trophy Race Under Way

The 44 active chapters of Sigma Delta Chi, professional journalistic fraternity, are competing by mail for the F. W. Beckman Trophy, awarded annually to the best all-around chapter on the basis of chapter program, national relations, finance and records and character of membership.

The *Modern Psychologist*, with editorial offices at 33 West 42nd Street, New York City, is a new monthly publication edited by Dr. Dagobert D. Runes. No information regarding its editorial requirements or rates is available.

Modern Medicine, described as the news magazine of medicine, is being published with offices at 84 South Tenth Street, Minneapolis, Minn. Justus J. Schifferes, M.A., is managing editor.

Additional Scientists and Newspapermen

Scientists Dislike "Advertising"

By DR. MICHAEL F. GUYER

Chairman, the Zoology Department,
University of Wisconsin

THE aspect of the question I was asked to talk on is why scientists dislike to give out information. That is not so. They dislike to give out facts over which they have no further control. And if you try to give out information and then see the way it is dished up sometimes, you get cured of giving out information, especially on the telephone.

I think there is an unconscious prejudice on the part of the scientific man to giving out information. It is inconsistent with his code to be always giving out information to the newspapers. The best scientist gives out the least information. He feels that if he is handing out facts he is advertising.

The facts you people want to know are facts about things that are still in process of discovery. The scientist has to test it out more. If we begin sending out information, that is a fine way to be made a monkey of. If we give out a certain series of facts, the emphasis that is given to certain parts of the information and the neglect of other parts give an erroneous picture.

The ordinary scientist does not like to be recorded as an advertiser. Most of the facts he is interested in are still under trial. There are all kinds of scientists though. There are plenty of scientists who like to see their names in print. The real scientist hates to be shoved into that group. He is very much puzzled to know what the reporters want to know for anyway. Usually the public would have no interest.

[Here Dr. Guyer read three articles, one to illustrate gross inaccuracy, one facetious reporting, and the third accurate yet interesting reporting. The third article, he explained, was prepared by the University Press Service.]

I have no quarrel with journalists in science. The news service is improving steadily. Such papers as the *New York Times* are doing a very good job in reporting scientific meetings and other like items.

We would question the types of things played up, but you know what people want more than we do.

Some Centralized Plan Is Best

By DR. C. E. MENDENHALL

Chairman, Department of Physics,
University of Wisconsin

SCIENCE Service is doing very valuable work and doing it well. There are two points I wish to emphasize. First, it is extremely difficult to make the work of science in certain fields attractive to the general public and at the same time reasonably accurate. This is especially true in mathematics and physics. The best way is to take care of it through a centralized plan.

Part of the reluctance on the part of

the scientist comes through the scientists' feeling that they should first report to their fellow scientists. This is not due to possible financial returns. Reporting should be done at scientific meetings.

Second, this necessity for haste. Science is the one field in which that might be of less importance than almost any others. Give the man an opportunity to look over the material after the reporter has worked it up.

What does the scientist think of new

What does the newspaperman think
ally adopt toward the press?

Is there some common basis on which
men can agree to cooperate—some
difficulties arising from current contacts?

THESE questions were considered in an un-
scientists and newspapermen through a
the University of Wisconsin by the Wisconsin
fessional journalistic fraternity. The question
both groups ended the discussion with expressions

Among the scientists participating in the
Steenbock, inventor of the process whereby
Prof. Michael F. Guyer, authority on heredity
cist, and Dr. C. A. Harper, director of the
Newspapermen who spoke included Willard
ent of the United Press, and William T. Ev
Times.

Through the interest, cooperation and con-
the Wisconsin School of Journalism, and the
sium, we were able to present a somewhat com-
remarks of Prof. Steenbock, Dr. Harper and
The Quill. Additional views are presented to

Scientific Stories H

By RALPH NA

Assistant Professor of
University of Wi

THERE is a feeling that something spe-
cific might be done along the line of
cooperation. The first step, how-
ever, would be a background of scientific
training for anyone coming to the inter-
pretation of scientific activity.

The contrast, it seems to me, between
scientific reporting 15 years ago and today
is striking. The standard and plane of
scientific stories has definitely gone up.
Many of the pseudoscientific stories in
early magazine sections have been dis-
placed by this newer type of service.

The press associations have added to
their staffs science editors. The thing
has been systematized. Men are given
abstracts of scientific discussions and write
them up with all available material.

I do not believe that the problem of

men Discuss Difficulties in Their Dealings

of newspaper treatment of his work?

can think of the attitude scientists usu-

s on which scientists and newspaper—some plan that will avoid the difficulties?

ed in an unusually candid way by a group of through a symposium conducted recently at the Wisconsin chapter of Sigma Delta Chi, pro- The question was explored to such depth that with expressions of mutual understanding. Participating in the discussion were Prof. Harry whereby vitamins are ultra radiated in foods; on heredity; Prof. C. E. Mendenhall, physi- or of the Wisconsin State Board of Health. ed Willard R. Smith, Wisconsin correspond- am T. Evjue, editor, the Madison Capital

tion and courtesy of Prof. Chilton R. Bush, of sm, and the men participating in the symposium somewhat condensed, stenographic report of the Harper and Mr. Smith in the February issue of presented this month.

ries Have Improved

LPH NAFZIGER

Professor of Journalism,
University of Wisconsin

wording the technical language of the scientist in another way will ever be solved. The scientist will never be satisfied that the story is positively foolproof. Training may improve this.

The average journalism student does not have more than one course in science. An attempt is made to impress upon the student that, with his somewhat meager background of science, the fundamental point is that he listen to the scientist while taking notes.

Most of the stories suitable for newspaper publication are rarely points of discussion. Occasionally one damaging to the scientist creates considerable discussion. There are many stories today that are well done in the popularization of science by men who are trained to understand.

Newspapers Aren't Entirely To Blame

By WILLIAM T. EVJUE

Publisher, The Capital Times, Madison, Wis.

THIS type of discussion has been heard in Madison for the past 25 years. Years and years ago I was asked frequently why the newspapers here in Madison did not interpret the real university, the really great things being done.

I want you to understand that the fault has not all been with the newspapers. The representatives of the press have had their difficulties in getting cooperation from scientists on the campus.

In the first place, there is the stone wall we encounter, a certain code, in which scientists have the idea that if they have relations with newspaper

men their standings as scientists are depreciated, that the scientist who gets into advertising is antagonistic to the whole sphere of science. It is the same with doctors and lawyers. After all, this research is financed by the state, and it is presumed that the people have the right to know about it.

Why can't the work done by scientists be reported? Why can't we have cooperation between scientists and newspaper men? Why this unwillingness on the part of the scientists to meet the newspaper men halfway? Until the situation is changed, no scientist can seclude himself anywhere, if a writer hears of his work.

Difficulties Are Clearing Up

By PROF. GRANT M. HYDE

School of Journalism, University of Wisconsin
(Formerly Editor, the University of Wisconsin Press Bureau)

THE trouble, I believe, is clearing up. One of our axioms in press bulletin service in the past was:

a science story in every issue. We succeeded because we saw the scientist's point of view; because, after all, we have to live with these scientists here at the university. The scientist's stock in trade is his reputation and the

newspaper man can ruin it. The trouble on the campus is the free lance writer.

The general situation, at this time, I repeat, has improved. The press associations, for instance, handled more matter out of Cleveland at a recent scientific gathering than from the Clinic fire.

GOV. PAUL V. McNUTT, of Indiana, and M. W. PERSHING, dean of Indiana newspapermen, were initiated into Sigma Delta Chi, professional journalistic fraternity, in a special initiation ceremony held February 16 in the Claypool Hotel in Indianapolis.

Gov. McNutt is a former dean of the Indiana University Law School and was an editor of the *Indiana Daily Student* during his college days. Mr. Pershing founded the *Kokomo Journal* before he was 21 years old and the *Tipton Advocate* in 1878. He was secretary of state in Indiana for 14 years. He is now 84.

CHARLES E. SNYDER, editor of the *Chicago Daily Drovers Journal*, national president of Sigma Delta Chi, and two past national presidents, JAMES A. STUART, managing editor of the *Indianapolis Star*, and EDWIN V. O'NEEL, publisher of the *Hagerstown (Ind.) Exponent*, witnessed the ceremony with a number of alumni members of the fraternity, headed by EUGENE CADOU, president of the Indianapolis alumni, and active members headed by JAMES C. KIPER, president of the Indiana University chapter.

Twin Evils Cast Disturbing Shadows

(Continued from page 4)

its competitors in the treatment of news when they are serving the same general public. Some concession must be made to the demands of readers whose standards are below the highest; otherwise the publisher would presently find that his paper had become a class publication, catering to a limited clientele of quality, and with profits reduced or even destroyed. The first essential for any newspaper is to prosper; if it fails in that, its influence and usefulness to the public are gone. An invalid can accomplish little, no matter how good his intentions may be.

IF instead of individual action we look for a general regulation of the press through codes of ethics or other concerted action, we confront the fact that journalism is wholly decentralized, and from the nature of the case it should remain so. Generally each newspaper is a separate entity. They are of all types, and any person may publish one according to his own ideas. No entrance requirements can be set up for journalism, no discipline is possible. The improvement of the press, therefore, must be gradual and spontaneous. We may expect the average standards of taste, ethics and public duty to rise, but there always will be newspapers that lag far behind.

The possibilities through improvement of the bar, on the other hand, are more encouraging. Unlike journalism, the law is a closed field of activity, protected by certain standards of entrance. Its members perform services that demand identical preparation, they follow a uniform practice, and they should observe a uniform code of conduct. The practice of law, furthermore, is charged with public interest to such an extent that lawyers have an official status and in a number of states the bar has been given important corporate powers, including that of discipline. The bar, therefore, can be made fully self-regulating through a

proper integration, which will be discussed later.

There are strong reasons for thus strengthening the bar; but in my opinion it would be a mistake to expect that the bar, however much improved, could put an end to the exchange of information for publicity. In an unintegrated and unorganized state, it can and will do absolutely nothing.

In postulating this I am aware that I differ from some members of the bar whose opinions I hold in the highest respect.

FOR my part I can form no mental picture of any bar association of the ordinary type disciplining lawyers in any manner. It is almost impossible to get action from them even when gross and long-continued misconduct demands the commencement of disbarment proceedings. As to preventing judges and prosecutors from trading news for political advertising, it would be about as easy as preventing a yellow journalist from printing a yellow journal. In each case the trade thrives because it is highly profitable.

With an integrated bar, exercising positive control over standards of admission and conduct, much could be accomplished in holding lawyers to ethical conduct. But even that would not be sufficient to stop the traffic in official news. The methods of that traffic are too subtle and its motives are too powerful.

There remains a third channel through which moral influences might be exerted—through public opinion acting alone or together.

Here it is to be noted that the bar is not, like the medical profession, dependent wholly upon other agencies for publicity. If it does not have a continual audience, like the ministry, it has innumerable occasional opportunities to address the public directly. Lawyers everywhere are prominent in their communities, they are often leaders, and their ability to speak effectively adds to their influence upon public opinion. This great asset to the profession should be utilized to its fullest extent to give the public sound information and to enlist its interest in the improvement of the bench and bar.

Most of the suggestions regarding public opinion, however, contemplate press publicity, either spontaneous or inspired by the bar. Without in any wise belittling the general influence of such propaganda, I have little faith

that the operation of public opinion of itself will accomplish any great improvement in advance of positive measures.

IF I have seemed to undervalue the cooperation of the press, it was only to deprecate false hopes and to emphasize the importance of positive remedies. But there is not only a rich field for cooperation between the press and an integrated bar, but also important opportunities for such cooperation even under the present conditions. If a patient has an acute disease our first care is to cure it; but still we should try to correct functional disturbances and tone up weak organs, and in doing so we should make use of the means at hand. Therefore I would not for a moment abate the efforts of both professions to cooperate for all worthy purposes. Even here I must add the warning that the exchange of official information for newspaper publicity often seriously impairs such cooperation. Nevertheless there is in the press a vast reservoir of sound intention, clear thinking, courage and sincere devotion to public welfare, and the great majority of newspapers can be depended upon to lend powerful aid in bringing about reforms that the public interest demands.

THE lawyer or the judge can always feel assured that the newspaper wants to report all legal matters correctly, and he can also assume that the representatives of reputable newspapers are gentlemen. He should remember that they are continually entrusted with advance matter and confidential information of the most serious importance by public officials of all grades from the President of the United States downward. He therefore should not be suspicious of reputable newspaper reporters, and he should feel that courtesies to them are not misplaced. Above all he should be scrupulous not to induce or knowingly permit a newspaper to publish matter that involves legal liability—a practice against which the press always has to be on its guard in contacts with the less scrupulous attorneys.

The paths of the press and the bar are not identical, but discrete and parallel. It is neither possible nor desirable to merge or intimately coordinate their efforts. The lawyer and the editor, like the clergyman and the physician, are plowing two different furrows. Each should stick to his plow; but when their lines are contiguous or in rare instances coincident, they should work together with the fullest understanding and cordiality.

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THE BOOK BEAT

Conducted by MITCHELL V. CHARNLEY

Life in a Technocracy

LIFE IN A TECHNOCRACY: What It Might Be Like, by Harold Loeb. Viking Press, New York. 1933. \$1.75.

Mr. Loeb's subtitle is apt. His book tells what life in a technocracy "might" be like. Unfortunately, however, his description of this modified Utopia is quite frankly little more than his guess. This may be quite natural—nobody could claim to know. But when the guesses so frequently appear to be based more on what the advocates of technocracy would like to believe than on sound sociological or economic reasoning, they become unconvincing.

The fact that the book has appeared so soon after the burst of technocratic doctrine into public consciousness is not a weakness. Unlike so many authors who hurry into print to take advantage of current fancy, Mr. Loeb has been a student and partisan of his subject for some years. He talks as an intimate of Howard Scott and a man thoroughly acquainted with the Energy Survey of North America.

But his frequent lapse from description into argument, though it increases the book's interest, weakens its force. One is likely to feel that Mr. Loeb is departing from his purpose in arguing—he should merely explain. And

his arguments don't always ring true. . . . He covers many phases of life in a technocratic society, with his longest chapter devoted to art. "Art," he says, "will probably become in a technocracy the most important field of human activity." After his opening chapters, which show why the technocrats believe in their theories, he goes into technocratic government, religion, education, amusement—even the probable machinery by which its advent might be brought about.—M. V. C.

EVERY NEWSPAPERMAN SHOULD READ—

RECENT SOCIAL TRENDS IN THE UNITED STATES. McGraw-Hill Company, New York. 2 vols. 1933.

Because it is an ambitious and successful attempt to reveal the points of tension in American life and "to assess in detail the direction of a culture"; because the chapter on "The Agencies of Communication" by Profs. Malcolm M. Willey and Stuart A. Rice is a mine of information on the trend of such agencies of mass impression as the newspaper, periodical, motion picture and radio; finally, because Prof. Robert S. Lynd's chapter on "The People as Consumers" contains much good material on the rise of advertising from 1909 to 1929 and its place in merchandising practice.

THE COLOPHON, a Book Collector's Quarterly. Part 12. The Colophon, Ltd., New York. 1932.

Because it contains some excellent examples of printing, and because it publishes a good article on Benjamin Harris, founder of "Public Occurrences," the first American newspaper, and gives a 4-page photostatic copy of this pioneer journal tipped into the book.

FLEET STREET. An Anthology of Modern Journalism. Edited by W. W. Cobbett and Sidney Dark. Eyre and Spottiswoode, London. 1932.

Because it reprints some of the best recent work of British journalists, in-

cluding descriptive writing, personal sketches, literary, dramatic and motion picture criticism, editorials, sports articles and humorous sketches; because its editors have exercised care in their selection; finally, because it should stimulate better journalistic writing.

BUCHANAN OF "THE PRESS," by Silas Bent. Vanguard Press, New York. 1932.

Because the hero of the novel covers a good many thrilling news stories, which the author has adapted from real life, and because, despite Mr. Bent's reputation as a severe critic of sensational journalism, he reveals himself as secretly fond of journalism in its most colorful phases. His best pages are accounts of how reportorial brains outwit criminal cunning and, incidentally, police stupidity.

NOT TO BE REPEATED. Merry-Go-Round of Europe. Long and Smith, New York. 1932.

Because it shows the weaknesses of the press in various European countries, although incidental to the main threads of the book, and gives the American reader a feeling that perhaps his own newspapers are not so bad, after all.

(Selections by Ralph D. Casey, Department of Journalism, University of Minnesota.)

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WHO «» WHAT «» WHERE

JOHN B. MILLER (Wisconsin '30), a member of the United Press staff in Chicago, and Miss Marjorie Althea Roberts, of Maywood, Ill., were married last November at the bride's home. Mr. and Mrs. Miller are making their home in Maywood.

A new Sunday newspaper, the *Key-stone Mirror*, has been started at Hazleton, Pa., with ALEX S. HOPLER, former city editor of the Mt. Carmel (Pa.) *News*, as managing editor. EDWARD ZWIEBEL is city editor; GLENN H. COX, formerly with the E. A. Clark Company, of Philadelphia, is national advertising manager; JESSE M. KLINE, local display manager; JOSEPH WASILEWSKI, former circulation manager of the Wilkes-Barre *Evening News*, circulation manager, and HARRY B. HORAN, assistant circulation manager.

PHIL S. HANNA (Illinois Associate), editor, the *Chicago Journal of Commerce*, and CHARLES E. SNYDER (Iowa State Associate), editor, the *Chicago Daily Drivers Journal* and national president, Sigma Delta Chi, professional journalistic fraternity, were featured speakers on February programs of the NBC national Farm Forum over a coast-to-coast network. Hanna's talk was entitled, "Congress Takes Up Agriculture," while Snyder's subject was, "Democracy: Master or Servant?"

ROBERT C. ANDERSON (DePauw '26), statehouse reporter for the Associated Press in Indianapolis for the last three years, has been transferred to the Washington, D. C., bureau.

PAUL R. BUMBARGER (Missouri '32) is now city editor of the West Point (Miss.) *Daily Times-Leader* and West Point correspondent to the Memphis (Tenn.) *Commercial Appeal*.

CHARLES A. WRIGHT, instructor in journalism at Temple University, is the author of a series of articles on "The Free Lance Writer's 'Morgue,'" which started in *The Writer* for January.

GENE STONE (Temple '29), news editor of the *West Philadelphia Times*, is author of a weekly series of experience articles. Walking a night beat with a policeman, interviewing actors back stage, and other experiences are described.

FORD FRICK (DePauw '15), sports editor of the *New York Evening Journal*, acted as master of ceremonies in a benefit performance of radio and stage stars in Bronxville, N. Y.

HARRY WEINBERG (Columbia '31) and ARTHUR SETTEL (Columbia '32), co-directors of the "University of the Air," directed a broadcast by the School of Journalism of Columbia University over radio station WPAP, New York City, January 22. LIONEL TOLL, WESLEY PAULSON and FLORENCE HERSH-FIELD, all seniors of the School of Journalism, were featured speakers. Mr. Weinberg, in introducing the program, declared that "The newspapermen of America are the trustees in charge of the motive power which drives the engine of democratic government."

HALFORD HOUSER (DePauw '23) is city editor of the South Bend (Ind.) *Tribune*.

GEORGE RINEHART (DePauw '30) is teaching journalism at the University of West Virginia in Morgantown.

LE ROY McLEOD (DePauw '15) is the author of "The Years of Peace," a saga of the farm during the post-war period, published by the Century Company.

NEAL S. GOMON (Nebraska '31), former reporter on the Lincoln (Neb.) *Daily Star*, has been appointed business agent and director of publicity for Baxter Seminary, denominational coeducational secondary school at Baxter, Tenn. He took over his new duties January 1.

STUART F. LEETE (Stanford '27) is now editor and manager of the *Arbuckle American*, weekly newspaper published in Arbuckle, Colusa County, Calif. Leete formerly was city editor and assistant advertising manager of the Lodi (Calif.) *News*.

HUGH A. BARNHART (Indiana '15), publisher, Rochester (Ind.) *News-Sentinel* and a member of the Indiana State Highway Commission, recently was named director of the highway department.

COL. R. L. SWEGER (Florida Associate), of the Quincy (Fla.) *Herald*, has been appointed to the Florida racing commission.

RAYMOND P. BRANDT (Missouri '18), Washington correspondent of the St. Louis (Mo.) *Post-Dispatch*, has been elected president of the National Press Club.

GLENN J. DEGNER (Missouri '30), of the Ossining (N. Y.) *Citizen-Sentinel*, is the coauthor with L. Winter of "Minute Epics of Flights," a book on aviation for

boys, published in January by the Grosset and Dunlap Company.

MAYNARD B. BARNES (Grinnell '19) is first secretary of the American Legation at Sofia, Bulgaria.

ED. H. DeCAMP (South Carolina Associate) is publisher of *Grit and Steel*, "foremost game fowl journal," located at Gaffney, South Carolina.

GEORGE C. LLOYD (Butler '31) has accepted a position with the Harrison C. MacDonald Advertising Firm of Lafayette, Ind.

The original firm of brokers in publishing businesses, Harris-Dibble Company, after 35 years in New York City are moving their offices from 11 West 42nd Street to the suburbs. Their new office will be Friendly Farm, West Nyack, N. Y.

ARTHUR LOFTIN (Butler '32) has joined the editorial staff of the *Indianapolis News*.

E. S. BAYARD (Pittsburgh Associate) has been honored by the hanging of his portrait in oil in the galleries of the Saddle and Sirlain Club, Chicago, in recognition of his service to American agriculture. He is editor of the *Pennsylvania Farmer*. CHARLES E. SNYDER (Iowa State Associate), national president of Sigma Delta Chi, professional journalistic fraternity, and editor, *Chicago Daily Drivers Journal*, recently was reelected president of the Saddle and Sirlain Club.

SCOTT WALDON (Butler '29) has been appointed to the Indianapolis bureau of the United Press. He formerly was a reporter on the *Indianapolis News*.

JAMES A. WORSHAM, author of "Low Pressure Selling," has become associate editor and business manager of both *Progress* magazine and the new book publishing department of Schnepf & Barnes, publishers, 412 East Adams Street, Springfield, Ill.

HAROLD HARRISON (Butler '28) has joined the Associated Press bureau in Indianapolis following three years with the *Indianapolis News*.

W. STODDARD WHITE, son of LEE A. WHITE, past president of Sigma Delta Chi, professional journalistic fraternity, and associate editor of *THE QUILL*, has been pledged to his father's chapter of Sigma Delta Chi at the University of Michigan.

AT DEADLINE

(Continued from page 2)

golf courses. No sight of a man and several children—no bodies visible from the air.

The pilot gained altitude, then idled the motor for a conference. The 'giro began a slow vertical descent. We decided to land, seek a 'phone and call the desk for developments and instructions.

In a field below, a farmer was proceeding calmly with his plowing, casting a casual glance skyward now and then at the strange, buglike, flying windmill contraption above him. The almost vertical descent continued. No sickening, swooping glide here, just a lazy, nondisturbing lowering of the 'giro with the rotor blades above turning steadily.

We landed off to the side of the plowed area on a bumpy field I'd hate to have made an airplane landing on. I jumped out and asked where I might find a telephone. The farmer pointed out a nearby house. A few minutes later I had the assistant city editor on the 'phone.

The veteran had been found at work, not demented at all. His children were nearby in his automobile, unharmed. There had been a family quarrel and the wife had called the police for revenge. We could come in.

Back to the field. Into the 'giro again. A rough, bumpy move for a short distance and we were off. Plainly, I mused, an autogiro could land and take off in fields where an ordinary type plane would not dare attempt a landing. It could descend with safety to within a short distance of the earth, then go aloft again. It could be idled down for conferences aloft without the use of ear-phones. It was ideal for purposes such as we had just used it.

It was not until we were back in the city room that I began to wonder just what we would have done had we observed a demented veteran in the woods, hacking his children to pieces with an axe!

THERE is nothing that pleases an editor more than to hear from his readers—and that goes for letters of criticism as well as those containing bouquets.

If there is an article or type of material that you like particularly—say so. If you disagree with the tenets of an article or editorial—say so. If there's some particular question, problem or aspect of journalism you would like to have discussed—say so.

For example, a suggestion came recently to the Editor that there be more articles devoted to the ethical side of the profession. An extremely interesting article of that nature is to be found in this issue.

Members of THE QUILL's ever increasing legion have been unusually kind in recent weeks. Alfred M. Lee, of New Haven, Conn., writes: "May I compliment the editorial staff upon the increasing excellence of THE QUILL." From W. C. Herbert, of the Columbia (S. C.) *Record*, came these words: "THE QUILL is ever improving, in my opinion, or is it because I enjoy the articles more due to the anticipation with which I look forward to the next issue?"

That the magazine is being found interesting and useful by journalism students is indicated in a letter from Robert Bottel, of Riverside, Calif., who says, in renewing his subscription, "I have read your magazine for the past year with the greatest interest and pleasure and have found it very valuable as a reference work in my journalistic courses."

Other comment includes that of T. Donald Shires, of the *Evening Times*, of Cumberland, Md., who observes: "I have enjoyed reading every issue of THE QUILL. I hope the standard and great variety of articles published continue at the present high level." Wynne Gerou, of Philadelphia, adds: "Would like to tell you that I am enjoying every number of THE QUILL." Walter T. Hanson, editor of the *Evening Copper Journal*, Hancock, Mich., says he has found a lot of good information in the magazine and expresses a word of commendation for the experience articles that have been appearing.

THOSE readers wanting articles treating of the ethical and more serious side of journalism were in mind as we presented the views of scientists and newspapermen, last month and this in regard to difficulties in their dealing with each other—also in the presentation this month of Stuart H. Perry's article on trial by newspaper and the bartering of news by officials in return for publicity.

Pin-Sticking the World's Sore Spots

(Continued from page 5)

infested triangle of jungle land known as the Chaco, with periodic battles taking a heavy toll of dead and wounded and little progress made on either side. It remains a threatening situation. It is the spark which might conceivably start a general South American conflagration.

Equally menacing is the situation at Leticia, a Colombian town at the juxtaposition of Colombia and Peru. Peruvian civilians have seized it and Colombia is up in arms. The League of Nations and the Pan-American Union are trying to settle the squabble before it becomes a threat of major proportions.

THEN there is Cuba, where President Machado has widely advertised the unrest in his island republic by forceful censorship even of American newspapers and by ruthless punishment of political oppositionists. There may not be room for many red and green pins on an ordinary map of Cuba, but there apparently is lots of space for riot and disorder if not rebellion.

Other places could be found which will have to be watched during 1933. With Communism flaming in the Balkans, militarism and nationalism

in the Far East, economic and political unrest in Latin America and the 15-year-old quarrels left behind by the World War far from solved, it promises to be a busy year.

Bring on the pins!

Consolidation Downed

At the election of November 8, an initiative measure to consolidate the University of Oregon and the Oregon State Agricultural College was snowed under by the voters by the unprecedented majority of six to one.

Under the new system Prof. Charles D. Byrne, who was head of the former department of industrial journalism at Oregon State Agricultural College, has been transferred from journalism to the news bureau. Fred M. Shideler, instructor, has been promoted to assistant professor and made administrator of the State College Department, reporting to Dean Eric W. Allen at the State University, who becomes head of the journalism work in both institutions. Graduate and upper division courses will hereafter be confined to the State University, while both institutions will offer pre-journalism and service courses in the freshman and sophomore years.

«» EDITORIALS «»

SUPPRESSION DOESN'T PAY

IN these days of industrial, financial and social strife, there has been an inclination in some quarters, both within and without the press itself, to soft-pedal, to minimize and even misrepresent conditions as they actually exist.

It is a dangerous attitude for the press to assume. The failure of a newspaper to comment on an industrial or financial crisis, or to attempt to make the situation seem less severe than it is, can do nothing but arouse suspicion, distrust and animosity. So long as people have eyes to see, ears to hear and tongues to wag, the failure of a newspaper to comment on or report such a crisis does nothing to alleviate the situation. It is more apt to aggravate it. Rumors spread like an epidemic at such times.

As has been observed before in *THE QUILL*, the present chaos in which the United States and the rest of the world struggles has created a terrific task, a tremendous responsibility for the press. At the same time it has presented an exceptional opportunity for service, leadership and the building of prestige and good will.

It is for publishers and editors to decide whether to present faithful, accurate, complete and unbiased accounts of problems and conditions arising in their communities.

Upon their decision rests the future of journalism—whether it will emerge from the present upheaval admired, respected and trusted because of its record or regarded with suspicion and lack of confidence.

GOVERNMENT BY NEWSPAPERMEN

ACTIVE and former newspapermen play a more important part in municipal, state and national politics and government than even they realize.

They write the publicity and direct the campaigns of countless candidates. They furnish information, facts and suggestions upon which many a man is elected to of-

fice. They serve as secretaries to individuals, commissions and bureaus. They advise as to policy, suggest moves which bring favorable public reaction and point out the inadvisability of others.

They prepare statements. They evolve ideas and plans, programs and inquiries, then permit some office-holder to advance them as his own in order to get the proposals before the public. They write speeches for pompous officials to deliver—speeches containing words which the speaker can not pronounce and understands not at all.

Their influence is tremendous, their guidance unmeasured. Sometimes they leave their roles as narrators and commentators to enter the political arenas themselves, acquire office and acquit themselves with distinction.

What an imposing record it would be if all the efforts and accomplishments of newspapers and newspapermen in the interests of good government were assembled!

And there is still plenty to be done in the years ahead.

WHAT'S IN THE PAPER?

WHAT does one daily issue of a newspaper contain? The managing editor of one of the largest mid-western newspapers asked himself that recently, then issued instructions to find the answer.

Taking a representative home edition, he had it broken down into different types of news and showed the percentage of each type to the whole.

He found 18.6 per cent of the news columns given over to local news; 11.1 per cent to telegraph news; 1.5 per cent to foreign and 3.7 per cent to state news.

Sports accounted for 12.9 per cent of the news space; comics, 10.2 per cent; markets, 10.1 per cent and the editorial page, 5.8 per cent.

Radio was given 2 per cent of the news space; movies, 2.9 per cent; fiction, 2 per cent; society, 2 per cent; the magazine page, 5.8 per cent; women's departments, 6.5 per cent and other departments the balance.

AS THEY VIEW IT

I THINK that the political writer is coming into his own again. The journalistic cycle is swinging our way. The sob sisters, the sports writers, the financial experts, the cynical columnists, the editorial pundits, the rhymesters—all have had their day at one time or another since the World War revolutionized newspaper-making. But now they can make way! There was, in my opinion, never a time in recent years when the milkman in Columbus and the subway guard in Manhattan were so keenly alive to political and governmental problems as at the present moment. The depression has made everybody give more thought to the connection between his economic conditions and the votes he casts at the polls, as well as the votes which his elected representatives cast in the Legislature and Congress.

"In recent trips around the country I have met all kinds of people, from those in the best speakeasies to those in the best homes; I have talked with the uneducated and those who think they have it, with farmers and urban folks. Almost everyone would drop his immediate work to talk people and politics and government as soon as they learned a chap from Washington was around, sadly though they may have been misled in their expectations.

"Nor did they simply want to know what it was Dolly Gann said to Alice Longworth that made the latter so hot. These people also wanted to talk debts, disarmament, tariffs, power and other national and international problems. They have, at last, come to realize that a sparrow can't fall

in a Mesopotamian oil field, or an Austrian prince meet an assassin's bullet in the Balkans, without their homes being affected in some way. Events have hammered out a community of world interests more significant for the future than Woodrow Wilson's League of Nations."—Ray Tucker, Scripps-Howard Washington correspondent and political writer, in *Scripps-Howard News*.

THE greatest importance of the American newspaper comes from a function not mentioned in the Constitution and without which the Constitution could not continue to function. This is the exposure and denunciation of corruption in government.

"Fortunately for government, corruption is important news. A paper that fails to print such news because of political affiliations or other reasons is seriously handicapping itself in its struggle for existence. For all these reasons I have written the following definition of the Newspaper:

"The Newspaper is an institution developed by modern civilization to present the news of the day, to foster commerce and industry through widely circulated advertisements, to inform and lead public opinion, and to furnish that check upon government which no constitution has ever been able to provide."—Col. Robert R. McCormick, editor and publisher, the *Chicago Tribune*, in the *American Press*.

Chemists Have a Word for It

●

TYPE metal being remelted in your plant won't boil up and send the dross to the surface, no matter how much heat you apply, until a potato or a greenstick is dropped into the molten mass.

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